

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**Media Strategies**  
**11350 Random Hills Road Suite 670**  
**Fairfax, VA 22030**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>725143 /       |   | <u>Alt Order #</u>                                     |
| <u>Product</u><br>12913                      |   |  |
| <u>Contract Dates</u><br>10/29/12 - 11/05/12 |   | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>Perlmutter for Congress |   | <u>Original Date / Revision</u><br>10/25/12 / 10/26/12 |
| <u>Billing Cycle</u><br>WEEKLY               | <u>Billing Calendar</u><br>Broadcast          | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KUSA                       | <u>Account Executive</u><br>House - KUSA/KTVD | <u>Sales Office</u><br>KUSA Denver L                   |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 25-54           |   |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                        | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |   | <u>Advertiser Ref</u>                                  |

| *Line         | Ch   | Start Date        | End Date        | Description          | Start/End Time | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|---------------|------|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1           | KUSA | 11/05/12          | 11/05/12        | 9News Daybreak 5a    | 5-530am        |      | :30    |                   |             |               | NM   | 1     | \$500.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 11/05/12          | 11/11/12        | M-----               |                |      |        | 1                 | \$500.00    | 0.00          |      |       |            |
| N 2           | KUSA | 10/30/12          | 10/30/12        | 9News Daybreak 5:30a | 530-6am        |      | :30    |                   |             |               | NM   | 1     | \$850.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | -T-----              |                |      |        | 1                 | \$850.00    | 0.00          |      |       |            |
| N 3           | KUSA | 10/31/12          | 10/31/12        | 9News 6am            | 6-7am          |      | :30    |                   |             |               | NM   | 1     | \$1,400.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | --W----              |                |      |        | 1                 | \$1,400.00  | 0.00          |      |       |            |
| N 4           | KUSA | 10/29/12          | 10/29/12        | Ellen                | 3-4p           |      | :30    |                   |             |               | NM   | 1     | \$350.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | M-----               |                |      |        | 1                 | \$350.00    | 0.00          |      |       |            |
| N 5           | KUSA | 10/30/12          | 11/02/12        | 9News 4pm            | 4p-5p          |      | :30    |                   |             |               | NM   | 2     | \$1,400.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | -1--1--              |                |      |        | 2                 | \$700.00    | 0.00          |      |       |            |
| N 6           | KUSA | 11/02/12          | 11/02/12        | NBC Nightly News     | 530p-6p        |      | :30    |                   |             |               | NM   | 1     | \$3,000.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | ----F--              |                |      |        | 1                 | \$3,000.00  | 0.00          |      |       |            |
| N 7           | KUSA | 11/04/12          | 11/04/12        | Sun News Extended    | 1035-11p       |      | :30    |                   |             |               | NM   | 1     | \$1,200.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/29/12          | 11/04/12        | -----S               |                |      |        | 1                 | \$1,200.00  | 0.00          |      |       |            |
| <b>Totals</b> |      |                   |                 |                      |                |      |        |                   |             | 0.00          |      | 8     | \$8,700.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 10/29/12 - 11/04/12 | 7          | \$8,200.00   | \$6,970.00 |
| 11/05/12 - 11/11/12 | 1          | \$500.00     | \$425.00   |
| <b>Totals</b>       | 8          | \$8,700.00   | \$7,395.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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